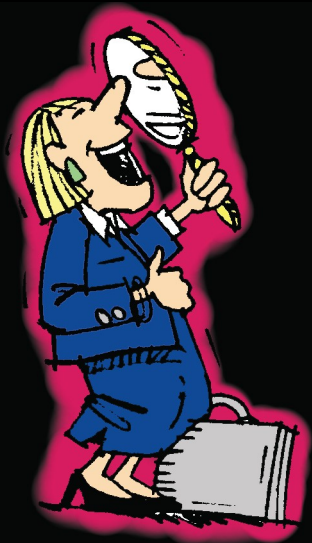


# Mastery and the Communicator's Mind



“...keep your head when all about you are losing theirs and blaming it on you...” *from “If” by Kipling*

Innovation Rd



# Why do teams fail?

Source: CCL, 9/2003 survey of almost 300 execs



# The Challenges

- How to be candid without being undiplomatic
- How to deliver bad news
- How to say important things in a limited time
- How to talk to the plus-x bosses \_\_\_\_\_
- How to communicate with peers with bizarre different personalities
- How to tell people their product sucks

# The Answers

- The seven tricks to get them to listen
- The five techniques to make them interested
- Three methods to recover when you lose it
- The 2 things you must do every time you talk with the boss's boss.
- The three components of the finely crafted elevator speech
- Active listening in business conversations
- The three facial expressions that you must never have



# Throwing the Bull\$&!# Flag







Photo Copyright © John Pearson

Life Shrinks or expands  
in direct proportion to  
one's courage.

*Anais Nin*





# What never works

- Blame the other jerk
- Expect that jerk to mature overnight
- Expect yourself to mature overnight
- Expect that there is a simple way
- Expecting a result without having to work at it



“Yes, I’m a jerk sometimes too.”



Saving the Marriage of  
*Dennis the Menace* by  
Sleeping with him

Fake it, until you make it.



# Root Cause





The mental stories of the  
speaker & the Myth of the  
Grown-up

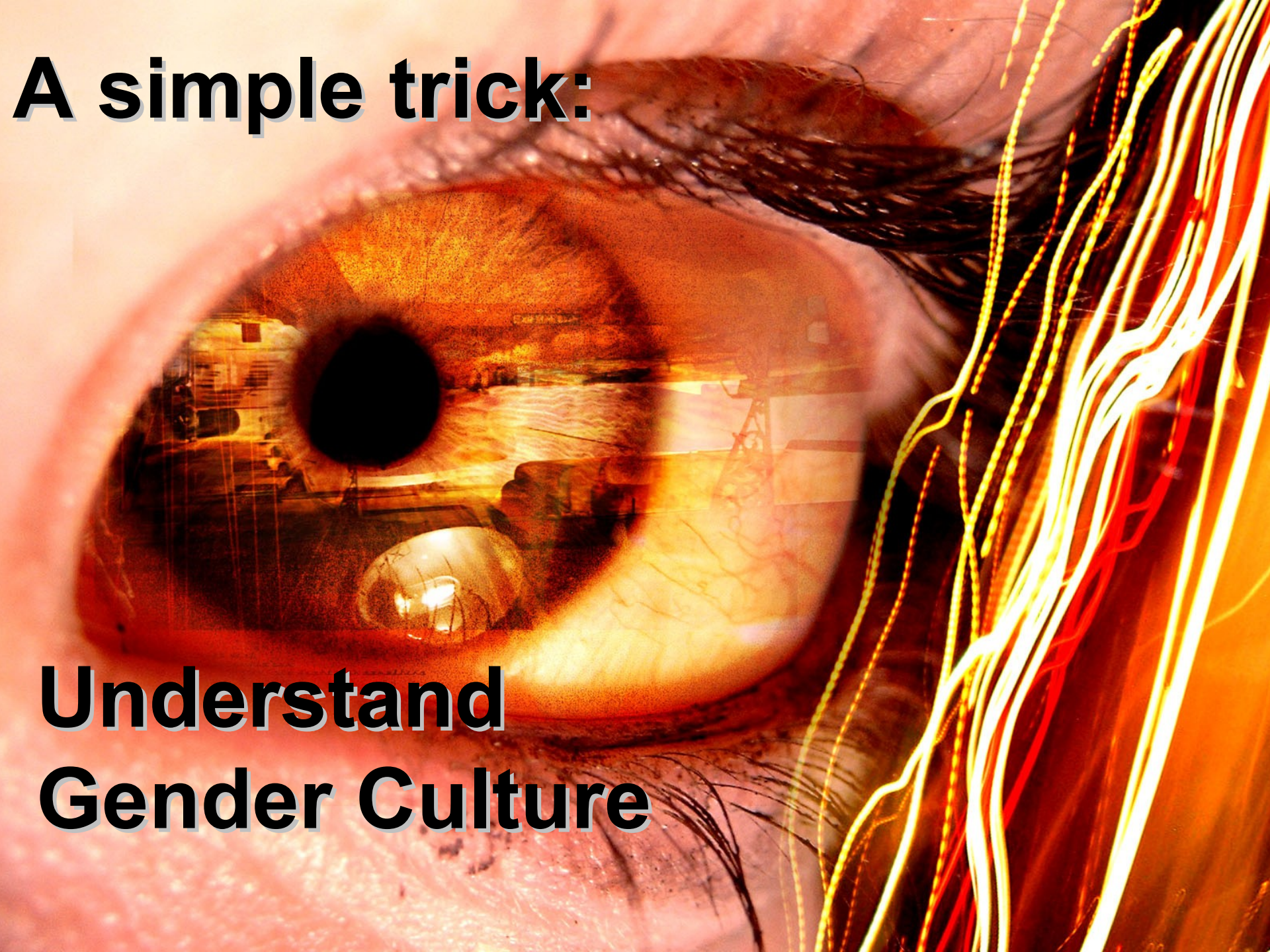



There is no such thing as a grown-up. Just *growing* ups & stuck people. That's it.



**A simple trick:**

**Understand  
Gender Culture**



A photograph of two people in outdoor gear by a lake. One person is standing on the left, wearing a blue hooded jacket and a red vest. The other person is sitting on the edge of a green canoe, wearing a blue jacket, purple pants, and a colorful knit hat. The canoe has a yellow life vest and a blue tarp inside. The word "FINDER" is visible on the side of the canoe. The background shows a large body of water with reeds and a forest of evergreen trees under an overcast sky.

**The real benefit of this  
practice:**



Master Your Innovative Brain

**WISDOM** WAY



**Bob Eckert**  
**[beckert@newandimproved.com](mailto:beckert@newandimproved.com)**

# HOW TO HAVE DIFFICULT CONVERSATIONS

## Break Out Sessions

If you are interested in discussing .....

Discussion Topic	Delivering Bad News	Delivering Data with Relevance to Mixed Audience	Saying Important Things in Limited Time
Room	Grand Ballroom	Pool Patio	Napa Room
Facilitators	<i>Kristina Day</i>	<i>Susan Hooge</i>	<i>Nancy Eicher</i>
	<i>Jason Newlon</i>	<i>Alyssa Porubcan</i>	<i>Silke Stevens</i>
	<i>Darla Hall</i>	<i>Judy Heylmun</i>	<i>Nancy Connor</i>
	<i>Lola Kelly Smalls</i>	<i>Sheri Celtruda</i>	<i>Lee Stapleton</i>

YOU'VE GOTTA HAND IT TO LARRY...  
HE REALLY KNOWS HOW TO PRESENT  
BAD NEWS TO THE BOARD





**N**ew &  
i**m**proved